



State of Wisconsin  
Governor Scott Walker

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**Department of Agriculture, Trade and Consumer Protection**  
Ben Brancel, Secretary

DATE: July 9, 2014

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Ben Brancel, Secretary  
Dan Smith, Administrator, Division of Agriculture Development

SUBJECT: Introduction of the 67<sup>th</sup> Alice in Dairyland, Zoey Brooks

TO BE PRESENTED BY: Zoey Brooks, 67<sup>th</sup> Alice in Dairyland

RECOMMENDATION / REQUESTED ACTION: Information only

**SUMMARY / BACKGROUND:**

**67<sup>th</sup> Alice in Dairyland** – Zoey Brooks is serving as the 67<sup>th</sup> Alice in Dairyland. As Wisconsin's agriculture ambassador, she is striving to educate audiences across Wisconsin about the \$59 billion economic impact and importance of our state's diverse agriculture industry in our daily lives. A native of Waupaca, she grew up as a member of the sixth generation on her family's dairy and grain farm.

Brooks graduated in 2014 from the University of Wisconsin-Madison with a degree in animal science. She served as Dane County Farm Bureau's Ag in the Classroom coordinator and as a Director At-Large for her Collegiate Farm Bureau. She has held internships with the Food Export Association of the Midwest and with UW-Extension. Brooks has also gained experience working with the Wisconsin Land and Water Conservation Association. Following her year as Alice, she looks forward to returning to production agriculture on her family farm.

**Program Direction and Partnerships** – Alice is Wisconsin's Agricultural Ambassador and her mission is to support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment and quality of life in Wisconsin. Throughout the year Alice participates in industry trainings and plans three campaigns to share that knowledge with consumers through the media.

To encourage the use of ethanol, Alice will drive a new E-85 flex-fuel Chevrolet Tahoe, made possible through a partnership with the Wisconsin Corn Promotion Board. The Wisconsin Milk Marketing Board (WMMB) is, for the 10<sup>th</sup> year, a major program partner. Alice will work with WMMB in promoting Wisconsin as America's Dairyland through numerous events including K-12 school presentations. The program is also continuing partnerships with the Kettle Moraine Mink Breeders and Wisconsin Jewelers Association. Additional partnerships this year may include The Wisconsin Potato and Vegetable Growers Association, Wisconsin Farm to School Program, Something Special from Wisconsin™ and the Wisconsin Soybean Marketing Board.

**Key Messages** – Throughout the year, Alice will focus on two key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

- Agriculture is a diverse industry vital to Wisconsin's economic development, generating a \$59.16 billion annual impact. (To be adjusted based on updated numbers when available)

*Agriculture generates \$59 billion for Wisconsin*

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- Buying Wisconsin grown and produced products supports Wisconsin agriculture and local farmers, producers, communities and economies.

### **Key Performance Goals**

During her year as Alice, Zoey will work towards the goals of completing:

- Internet Postings: 1000
- TV Interviews: 60
- Radio Interviews: 150
- Print Articles: 60

**Selection of the 68<sup>th</sup> Alice in Dairyland** – The 68<sup>th</sup> Alice in Dairyland Finals will be held in Manitowoc County, May 7-9, 2015.